

DALLAS

OFFICIAL PUBLICATION *of the DALLAS CHAMBER of COMMERCE*

VOL. 8

June 1929

No. 6

Main at Akard

*Within a Days Ride of More
than 12,000,000 People*



IN THIS ISSUE — Aviation Company Being Formed — New General Manager
Appointed — Some Dallas Facts — Rotary Guests Are Pleased —
Industrial News — Hensley Field Dedication —
What Industrial Dallas Is Doing

Thus the Infinite Narrative of Life's Events and Progress Comes Every Morning to the People of a Great Market.....

A far-sweeping law is passed . . . a ruler dies . . . a great discovery is made . . . a wild storm breaks.

Out in a richly-blest county of Texas a citizen of the Dallas market area turns in a record-breaking harvest.

News. Brought with the morning's awakening into the homes of the Dallas territory by one all-popular newspaper. Into thousands and thousands of homes that receive no other paper than The Dallas News.

More than two thousand miles of roads are covered by Dallas News delivery cars every morning—a close network of delivery routes flung outward from the city through the counties of this area. Railroads and interurbans complete the coverage.

There are thousands of homes in the Dallas territory receiving The News' delivery service today, which five years ago were served only by the mails.

Ever since its establishment in Dallas in 1885, The News has been the one big, universal daily of the Dallas territory. Yet only a skeleton of the present vast service system existed a few years ago.

In 1924 The News' average daily and Sunday circulation was only 65,711. Today it is more than 90,000. The Sunday is more than 105,000 copies.

No other paper in Texas — few others in America — have experienced as steady and substantial growth as The News during the last few years. Day by day and year by year more and more homes of this great market are making their big morning paper a part of their daily lives.

By thus increasing its reader family The News has built an advertising power and resultfulness far beyond any that has heretofore been placed at the disposal of business interests in this market.

The Dallas Morning News

Texas' Greatest Newspaper

RESTLAND MEMORIAL PARK

Don't Delay....Drive Out and Inspect

SECTION "O" Immediately

This is the New Section, bordering on the Beautiful Lily Pool and Fountain, one of the last few remaining Exclusive Sections in the Grounds

RESTLAND Memorial Park

Has Kept Faith With the Public, and Pace With the Progress of Dallas—the Friendly City.

And Dallas citizens have shown their appreciation of our policy in a decidedly generous manner, by purchasing nearly a million dollars worth of property in the short period of three and one-half years since we first placed Restland on the market.

COURTESY CARS

Our Courtesy Car will be placed at your disposal at any time, without any obligation whatsoever to convey you to Restland for an inspection of this property.

Phone 2-1546 or 7-5194

(Night 3-6172)

Offices—Fidelity Union Building



This section will be sold out quickly. You have the opportunity today to select a most choice lot in Section "O"—on small payment down, with reasonable installment terms.

3,500 Dallas families now own in Restland—this is positive evidence of its popularity. Surely such wide-spread approval must be deserved.

Special Pre-Development Prices Will Be Effective for a Limited Time Only





VIVID DAYS UPON THE STAGE OF BUSINESS

WAR breaks out between the Sweets and the Reachers; a fortune buys a fleeting hour of vanishing wavelength; dowagers take blindfold tests that their pet charities may profit; skies are spanned and shipwrecks cheated for the glory of corporations eager to pay off. ● The whining crescendo of advertising's mighty dynamo shivers men's timbers. ● Vivid days, these, upon the stage of business; yet off beyond the dancing spot-lights a million modest enterprises flourish . . . plain folks like us whose only calcium is Opportunity's bright star. ● We are serving a small, highly regarded group of Dallas and Texas clients, providing for their advertising the judicious mixture of common and uncommon sense that brings distinction; placing at their disposal a fully-rounded agency organization. We can serve with equal care a few . . . a very few . . . more.

R
D

ADVERTISING
PLANNED
PREPARED
PLACED

RATCLIFFE AND DEWEY

Suite 1220-1221 Mercantile Bank Building ● Telephone 2-8276 ● DALLAS

DALLAS

The Arrival of the Mail

Is of Interest to Every Executive

WITH the coming of the mail, be it in the small town store or the downtown office, everything else is momentarily forgotten. There is a fascination about what the mail might contain, a fascination which never lags but is always fresh and keen.

Salesmen, themselves, recognize this trait and delay their calls until after the morning mail has been cleared. If the mail comes in while the salesman is calling, he always insists that it be opened while the interview waits.

Whoever has anything to sell thus has a sure contact point if the mail is used. Broad-sides to tell a complete sales story, inserts to get over a certain point, leaflets to give concise information and booklets to give descriptions are only some of the ways the printing press can assist manufacturers and distributors to sell.

Have BOYD do your printing. You will be pleased with the prompt service, high quality of work and the cooperation you will receive.

Telephone 2-8043; 2-8044.

WE SPECIALIZE IN THE
Production OF PRINTING

BOYD PRINTING COMPANY

1323-25 WOOD STREET — PHONES: 2-8043; 2-8044
DALLAS, TEXAS



Men Against the Sky

Compose the Directorate of Texas' Largest Bank

BUSINESS leaders of the Southwest, meeting regularly in the Directors' Room, constantly shape and direct the policies of this bank. Here men of outstanding achievement in their own lines of activity lend to the operation of this institution the wisdom of successful experience and the weight of mature judgment. The AMERICAN EXCHANGE NATIONAL BANK is pleased to present as its Board of Directors the following business leaders:

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President, Padgett Brothers Co.

JOHN B. PAYNE
Vice President, T. & P. Railway Company, Dallas, Texas

HYMAN PEARLSTONE
President, Higginbotham-Pearlstone Hardware Company

J. EDGAR PEW
Vice President, Sun Oil Co.

G. H. PITTMAN
Vice President

ELI SANGER
Sanger Brothers

G. M. SEAY
Seay & Hall, Insurance

AMERICAN EXCHANGE
National Bank

*Constructive
since*

*Banking...
1875*

DALLAS

offset.... letter heads

where quality and economy must go hand in hand

The application of offset lithography to the needs of modern business will be an interesting and profitable story to you. Whether you be a large or a small user of stationery or direct by mail literature, fill in the coupon and learn first hand how offset can benefit you.



LITHOGRAPHING
BLANK BOOKS
ADVERTISING PRINTING

OFFICE FURNITURE
LOOSE LEAF
OFFICE SUPPLIES

Clarke & Courts

1506-08 Young Street
Phone 2-4164
Dallas

CLARKE & COURTS
DALLAS
Please tell us more about how we can save by using offset lithography.
We are attaching our present letter head of which we use
about.....

***Storage Problems
are SIMPLIFIED
through the use of
LYON Equipment***



SHELF BOXES



STEEL LOCKERS



TOOL CRIBS



LI-FLAT CABINETS
for drawings
and blueprints

Neatness, simplicity and system are apparent in a tool room, warehouse or stockroom equipped with Lyon Steel Shelving. Economy is present, too. The plans of an installation, developed by Lyon Engineers working with a prospect, provide easiest accessibility for the fastest moving items. Each item has a definite space and related items are grouped. Orders are filled in less time, with fewer errors and stocks are carried on less floor space. Inventory taking is simplified. The cost of handling stock is reduced . . . These many economies will pay for Lyon Steel Shelving. It lasts indefinitely and changing conditions do not affect its value, because it is quickly adjustable to new requirements . . . The qualities of convenience, strength, durability and economy so marked in Lyon Steel Shelving are characteristic also, of other Lyon Products—steel lockers, cabinets, tool cribs, shop boxes and other equipment that reduces storage and handling costs. Write for book "Cutting Costs with Steel Storage Equipment."

STEWART OFFICE SUPPLY CO.

1810 MAIN STREET DALLAS, TEXAS

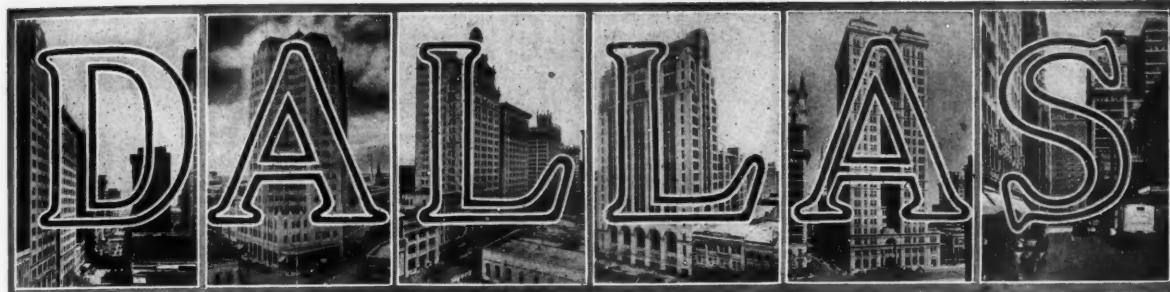
COMMERCIAL STATIONERS

**STEEL STORAGE and DISPLAY
EQUIPMENT**

SHELVING · LOCKERS
SHOP BOXES



CABINETS · COUNTERS
TOOL ROOM EQUIPMENT



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Number 6

Mobilizing Dollars..... For the Fastest Growing Industry

Company Being Formed to Finance Aviation Expansion Program

DEVELOPMENT of Dallas as the center of aviation in the Southwest requires the provision here of a variety of services essential to a swiftly expanding airport. Facilities must be available if Dallas is to maintain leadership in aviation and enjoy the substantial benefits that accrue therefrom.

Aviation is entering a new phase in the Southwest. The public has ceased to regard the airship in terms of sensational stunts and fifteen-minute passenger hops. The business aspect of flying now engrosses public attention—the speedy conveyance of mails and passengers and the machinery by which this trade is handled. It is realized that in these departments of trade and commerce the future is big with promise of extraordinary growth.

Furthermore, there is general realization of the fact that as aviation enters more intimately into the business system of America a concurrent development will be the establishment at various points throughout the nation of great centers at which will be concentrated the administration of mail-passenger lines for large areas, the expert servicing and repairing of airships, the sales offices of airplane manufacturers, the actual manufacture of aircraft, and all the varied industrial activities which hinge on the conduct of a great new business.

At each of these centers will be employed a small army of executives, pilots, mechanics, riggers, instructors, and a va-

The purposes of Dallas Airport Utilities Corporation under its charter are:

"To subscribe for, purchase, invest in, hold, own, assign, pledge and otherwise deal in and dispose of shares of capital stock, bonds, mortgages, debentures, notes and other securities, obligations, contracts and evidences of indebtedness of foreign or domestic corporations not competing with each other in the same line of business, provided the powers and authority herein conferred shall in no way affect any provision of the Anti-Trust Laws of this State."

riety of other salary and wage earners concerned directly or indirectly with flying. Progress is so rapid that the initial conditions which will ultimately determine the location of these centers are not easy to grasp or establish. Perhaps the most optimistic students of the problem fail to realize the proportions to which the aviation industry will attain in the next few years.

Dallas has acquitted itself with credit up to this time in preparing for the expansion of aviation. Its record in this regard has been amply sufficient to afford the keen observer a measuring stick with

which to gauge the future. Results to date are sufficiently encouraging to demonstrate that the establishment of additional facilities is certain to be abundantly rewarded. Enough has been accomplished to set up an infallible business indicator of the future. A great industry can be built at Dallas.

But no community secures large industrial development without initiative and aggressive effort. The plums in the business world do not fall into the laps of individuals or cities which sit with folded hands. Competition is keen to a degree that leaves the average competitor far behind in the race for industrial expansion. Dallas has reached the point where it must prepare for bigger and better business in aviation. It is a crucial stage in the city's development in this direction. The community's future in aviation will be determined by its attitude in the next twelve months.

To the end that Dallas may retain its advantage in aviation, and attain to full fruition as a great air center, a definite, specific plan has been worked out to provide the services and appurtenances essential to further development. The initiative comes from the Chamber of Commerce, functioning for the city as a whole without hope of financial reward for the individuals who necessarily appear personally in the matter. The sole and only objective is to serve the city and insure that when a great aviation center de-

(Continued on Page Twenty-Four)

M. J. Norrell Leaves C. of C.

Homer D. Wade Appointed Vice-President and General Manager

C. J. Crampton Is New Executive Secretary



THE FOLLOWING RESOLUTION was adopted by the board of directors of the Dallas Chamber of Commerce at the regular meeting Friday, May 24, 1929, following the acceptance of the resignation of M. J. Norrell as secretary-general manager:

Resolution

"The Dallas Chamber of Commerce has been fortunate in securing men of distinctive ability to serve as secretary or manager. Among these no one has proven more capable or more loyal than Mr. M. J. Norrell. He possesses to a marked degree the power to comprehend the needs of his community, the possibilities of its future, and the ability through a keen sympathetic understanding of human nature how best to coordinate the individual efforts of its members in their desire to make Dallas a better place in which to live.

"During his years of service with the Dallas Chamber of Commerce he has responded to every call and, regardless of personal discomfort or sacrifice 'Norrell' was always on the firing line, leading and directing the membership in their every undertaking. He has always been

Announcement of the appointment of Homer D. Wade as vice president and general manager of the Dallas Chamber of Commerce and the appointment of C. J. Crampton as executive secretary was made by George Waverley Briggs, president, just as this issue of Dallas was going to press.

Mr. Wade was formerly general manager of the West Texas Chamber of Commerce, a man of wide chamber of commerce experience in Texas, with both newspaper and business training. It was his splendid background and his understanding of the problems confronting business men in the development of this section of the nation that prompted his selection, Mr. Briggs announced.

Mr. Crampton gave up the post of public relations director of the Dallas Railway and Terminal Co., to accept the Chamber of Commerce position. He is an expert in civic development in addition to having had a remarkable career in industrial education, having been adjunct professor of education and instructor in psychology at the University of Texas. Later, as director of the Industrial Efficiency Department of the Dallas Chamber of Commerce he organized the school of Business of Southern Methodist University.

More details of the career of these two men, chosen by the directors to head the staff of the Chamber of Commerce, will be given in the July issue of the magazine.



possible success in his new field of endeavor:

"Be it further resolved that a copy of this resolution be spread upon the minutes of this association."

Mr. Norrell resigned to accept a position as vice-president and general manager of the Investment Securities Company of Texas.

Upon leaving the Chamber Mr. Norrell pledged himself as a member to be active in the organization's activities. He was immediately appointed to represent the Chamber in the Postmaster General's conference on air mail lines.

M. J. Norrell Joins Big Investment Firm



respectful and considerate of the opinions of the officers and directors and membership. He has proven himself a much loved and popular administrator of the organization personnel.

"After many years of faithful service he has decided to sever his connections with the Chamber and enter private business.

"Therefore, be it resolved that the Directors of the Dallas Chamber of Commerce express to M. J. Norrell our sincere regrets at the severing of our official relationship and extend to him our genuine appreciation and our best wishes for his every pos-



Foolish Facts about Dallas

The Dallas climate is so mild that they have to put notices in the newspapers when winter starts.

—DR. JOSEPH CLINE.



The difference between Dallas and other cities of Texas is—but who would compare New York with Hoboken?

—JOE TAYLOR.



Dallas—out where the West begins to be civilized.

—UNCLE JAKE.



Sunshine may not spend the winter in Dallas but a lot of golfing New Yorkers do.

—BILL HENSON.



If all the patrons of Dallas boarding houses were standing in line, they would reach. (And how.)

—JACK HARPER.

According to the latest estimate 60 per cent of the Certified Public Accountants in the State are living in Dallas and the remainder are figuring on locating here.

—ROBERT WILLIAMS.



The reason for the buy-word "Market of the Southwest" is Dallas Dependable Service.

—JOE BUCKINGHAM.



The coming industry in Dallas is Aviation. More and more aviators coming here to settle down. And more than four hundred other new concerns have landed in Dallas this year.

I. K. FLOYD.



It would take 1,498 5-ton trucks to carry the average monthly bank clearings of the Dallas banks if the \$231,291,727 were silver dollars.

—BILL TRUAX.

First Prize

First prize goes this month to W. H. Smith, 802 Main Street, for the following "Foolish Fact":

Big error in weight of "20-ton battleship" in last issue. Rather miniature even for Dallas. Fact is the printer used all the ciphers in the linotype expressing in gallons the municipal reservoir.

Mr. Smith will receive a copy of "Our City Dallas," an excellent history of Dallas written by Dr. J. F. Kimball and distributed by the Kessler Plan Association.

On this page are shown entries of many other Dallas citizens. Read them over and then let us have your idea. In addition to the first prize a year's subscription to "Dallas" will be given to the next best ten, mailed to any address in the United States.

There are 350 men in Dallas following the medical profession, of which 325 are physicians and 25 are undertakers.

—GUS MARTIN.



If the 5,000 salesmen who operate out of Dallas were put together in one great hall, Congress would close its doors in despair, and the city would be called "the Windy City."



—ROY LEDBETTER.

It is estimated that it would take one man four years to count the \$177,000,000 bank deposits here and a night club hostess three days to get it away from him.

—ED GREER.

If all the garage men were put to work on all the 78,000 automobiles in the county, the bill would be mistaken for the bank debits of \$2,868,000,000.

—ROBERT LUNSFORD.



One of the manufactured products in Dallas that covers lots of territory, and one that boasts they can put any other business in the shade, is the tent and awning business. Enough canvas material is manufactured into tents and awnings in Dallas to make a tent large enough to cover the entire suburb of Highland Park and the down town section of Dallas.

—ANONYMOUSLY SUBMITTED.



Enough gasoline is burnt going up Pacific Avenue between five and six o'clock in the evening to drive one car to Canada and back.

—JACK BRITTON.



If the 31,000,000 people who have read Industrial Dallas advertising should come to Dallas they would show good judgment.

—JULIAN CAPERS, JR.



It is said that one of the visitors to the recent Rotary Convention was so enthused over Dallas that he was turned out of his church for lying, after telling the truth about the city.

—BILLIE HAUGHTON.



If there is not another original idea in this column the fact remains that Dallas is headquarters for more inventions per capita than any other city in the world.

—A. R. BOND.

Rotary Guests are Pleased



That delegates to the recent convention of Rotary International were well pleased with their reception in Dallas is shown by the many letters received by the Chamber of Commerce and other organizations which assisted the local Rotarians in the entertainment of their distinguished guests.

A number of statements were given to local newspapers, praising not only the splendid facilities in Dallas for handling

large conventions, but the hospitality of the people of Dallas as well.

The nearly 10,000 Rotarians and their families were housed without confusion transported to and from the convention headquarters in Fair Park with ease, and ample space was provided for group meetings.

The convenience of the Exposition building for division headquarters, the great automotive building for the president's ball and the municipal auditorium

for mass meetings, all within a few hundred feet of each other all seemed especially designed for a convention of this character.

Dallas demonstrated well its ability to handle even the largest convention without difficulty and it is believed the success with this much sought for convention will lead to more of its kind in the future. Truly Dallas is "big time" in its convention activities.

IMPORTANT NEWS

Business Opportunities

Goatesville Boiler Works, 111 South 15th St., Philadelphia, Pa., want agency in Dallas to handle their line of steel heating boilers.

The Gary Gas Burner Company, 122 East Michigan St., Duluth, Minn., manufacturers of gas burners, want to establish contract with Dallas concern equipped for the manufacture and sale of their burners.

Jo-Lu Game Company, P. O. Box 472, Sioux City, Iowa, want distributor in Dallas for new parlor game.

Frankenberg Refrigeration Company, Belleville, Ill., manufacturers of a commercial machine used by butchers, bakers, grocers, etc., want distributor.

Ex-Ell Instrument Corporation, 926

Broadway, Brooklyn, N. Y., manufacturers of thermometers, want agent in Dallas.

Automatic Drip-O-Lator Company, 1527 Broadway, Kansas City, Mo., want to get in touch with Dallas concern that might be interested in manufacturing a new type of coffee percolator on which they have patents.

A. W. Clark & Company, Ashland, Ogden and Madison Sts., Chicago, Ill., desires to get in touch with Dallas concerns handling plumbing and heating equipment that might be interested in the distribution of a new product in that field.

Lykru Products Company, 3145 West Lake St., Chicago, Ill., want distributor of automobile polish and top dressing material.

New Branches

Branches of sectional or national concerns established in Dallas during may were:

B. F. Dittmar & Co., San Antonio, Texas. Investments.

Federated Textiles, Inc., New York, N. Y. Cotton cloth.

E. Katz Special Advertising Agency, New York, N. Y. Publishers representatives.

Edison Distributing Corporation, East Orange, N. J. Southwestern distributing branch.

Lerner Shop, New York, N. Y. Ladies retail ready-to-wear.

Economy Electrical Supply Co., Fort Worth, Texas. Radio distributors.

National Aid Life Association, Oklahoma City, Okla., Texas branch.

United Tire Company, Waco, Texas. Retail Tires.

United States Radio & Television Corp., Chicago, Ill. Warehouse.

New Members

The following budget subscribers have been added to the Dallas Chamber of Commerce membership:

William Freeman & Co., Central Bank Bldg. Investment securities.

The following firms and individuals have increased their memberships in the Dallas Chamber of Commerce:

Dallas Building and Loan Association, 1319 Commerce Street.

Bailey-DeGrazier Jewelry Store, 1411 Main Street.

Robinson-Brewington Lumber Co., 2021 McKinney Avenue.

Southwest Baking Co., 3005 Elm Street. Wholesale bakers.

Radio Equipment Co. of Texas, 939 S. Lamar. Majestic radio distributors.

Postal Telegraph-Cable Co., 1011 Main Street.

The following new members have been elected to membership in the Chamber of Commerce:

Dallas Engineering Corp., 4321 Elm Street. Airplane fans.

Blue Cross Veterinary Hospital, 2221 Cedar Springs Road.

C. M. Joiner, 709 Marvin Building. Oil operator.

North East Texas Motor Lines, Inc., 2315 Laws Street.

E. T. Cunningham Corp., 2200 Griffin Street. Radio tubes.

North American Building and Loan Association, 1624 Allen Bldg.

Bluebonnet Oil Refining Co., 1506 Magnolia Building.

Watching Dallas Grow

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS	
	1928
January	\$229,304,531.28
February	202,756,886.66
March	218,410,753.88
April	199,600,686.28
May	206,895,503.37
June	200,643,340.36
July	198,047,700.20
August	209,277,120.12
September	261,719,706.91
October	320,700,640.45
November	268,579,277.12
December	239,364,606.14
Total	\$2,775,500,725.75

BANK DEBITS	
	1928
	1929
\$265,365,726.24	\$236,596,000
220,677,360.88	214,275,000
243,485,065.89	230,033,000
228,307,179.67	209,427,000
216,624,838.08	213,709,000
	233,971,000
	212,089,000
	203,320,000
	211,024,000
	263,237,000
	303,578,000
	273,024,000
	297,946,000
Total	\$2,868,258,000

BUILDING PERMITS	
	1928
January	\$ 619,989
February	584,634
March	858,466
April	798,573
May	580,560
June	781,701
July	870,532
August	750,544
September	837,144
October	552,651
November	717,617
December	521,799
Total (Dallas proper)	*\$14,381,694

POSTAL RECEIPTS	
	1928
\$316,629.65	\$328,109.57
348,879.00	326,162.35
339,673.60	357,601.65
304,437.00	325,033.60
283,274.29	345,126.20
293,806.67	
283,430.35	
306,268.20	
338,030.50	
374,047.74	
354,004.36	
428,475.83	
Total	\$3,970,957.00

GAS METERS	
	1928
January	64,881
February	65,021
March	65,532
April	65,712
May	65,892
June	66,030
July	66,081
August	66,129
September	66,180
October	66,240
November	66,289
December	66,303

TELEPHONES	
	1928
66,401	67,143
66,480	67,347
66,520	67,697
66,601	67,902
66,652	68,114
	68,321
	68,401
	68,496
	68,551
	68,599
	68,640
	68,701

*Includes \$6,017,700 utilities construction, but does not include any building outside city limits. Highland Park, University Park and other suburbs bring the total building in greater Dallas to \$16,392,740.

OF A GROWING CITY

Pacific Petroleum Co., 1506 Magnolia Building. Oil marketers.
 Specialty Oil Company, 1506 Magnolia Bldg. Oil distributors.
 Automatic Electric, Inc., Marvin Building. Telephone equipment.
 Henry S. Coffman, 1022 Elm Street. Retail shoes.
 Franklin's, 1508-10 Elm Street. Women's wear, retail.
 Southwestern Aircraft Exposition, Marvin Building. Aircraft show.
 Union Asphalt Co., 1701-2 Republic Bank Building.
 Acme Fast Freight Service, 2625 Elm Street.
 Morris J. Williams & Co., 1808 Main Street. Subdivisions.
 Dallas Sewing Machine & Equipment Co., 103 South Poydras Street.
 C. S. Hamilton Motor Co., 2101 Commerce Street. Chrysler distributors.
 Brooks Cafeteria, Inc., 4901 Bryan St. Dines and Kraft, 6860 Lakewood Boulevard. Builders and developers.
 W. H. Lehman Machinery Co., 4239 Newton Avenue. Laundry machinery.
 Magnetic Ray Appliance Co., 2023 Main Street.
 Automobile Owners Association, Jefferson Hotel.
 Crane Company, 814 Young Street. Wholesale plumbing and heating.
 Southern Tile Company, 951 South Lamar. Tile, marble and terrazzo.
 General Contract Purchase Corp., Fidelity Union Building. Loans and investments.
 W. E. Anderson, 431 Wilson Building.
 Aron Manufacturing Co., 2807 Elm Street. Novelty electric fans.
 Bomar Bros., 302 Burt Building. General insurance and bonds.
 Clarence Carpenter, Melba Building Attorney.
 Charles L. Kribs, Jr., 1712½ Pacific Avenue. Consulting mechanical engineer.
 Lykes Bros. Steamship Co., Inc. Cotton Exchange Bldg.
 Hugh E. Moore, Municipal Building. Water department.
 Wood & Edwards, 1505 Pacific. Hat-ters.
 J. W. Barrett, state supervisor, the Old Line Insurance Co. of America, Central Bank Bldg.
 Lindop's Hardware & Paint Store, 5507 East Grand.
 The California Co., Marvin Building. Oil Company.
 Burch Plumbing Co., 724 N. Ervay St.
 Dallas Playground Equipment Co., 707 College Ave.

Hansen-MacGruder, 5020 Bryan Street. Builders and Mfgs. Exhibit.
 Radium Sanitary Products, Inc., 2017 Carter Street.
 Tire Service Corp., 2011 N. Harwood Street.
 Levy Plumbing Co., 2107 North Harwood.
 United States Specialty Co., Burt Bldg. Builders equipment.
 Robert W. Patterson, Republic Bank Building. Railroad equipment.
 Brown & Williamson Tobacco Corp., Praetorian Building.
 Marinello School, 4505 Ross Avenue. School of beauty culture.
 Drs. McLeod & Jones, Medical Arts Building. Physicians.
 American Mutual Liability Ins. Co. of Boston, Dallas National Bank.
 Motor Grinding Co., 2932 Martin Street. Engine rebuilding.

Royal Smith, 912 Commerce Street. Mfgs. agent, radio and electrical supplies.

Ruth Payne Resigns

The resignation of Miss Ruth Payne, Dallas County Home Demonstration Agent for several years, has been announced. She will return to her former home in Pennsylvania.

She will be relieved by Miss Leone Wimberly, formerly agent of Cook County, who comes to Dallas highly recommended by the Agricultural and Mechanical College of Texas extension department.

Miss Wimberly will have as her assistant Miss Ruth Clark, also of Cook County. Miss Clark has made a serious study of home economics, both here and abroad, and will be in charge of the organization and activities of the girls' clubs of the county.

Summary of Industrial Development 1929

New concerns previously reported	345
New concerns established in May	37
 Total for year	 382
 Manufacturing plants previously reported	 48
Manufacturing plants established in May	3
 Total for year	 51
 Wholesale concerns previously reported	 87
Wholesale concerns established in May	4
 Total for year	 91
 Retail concerns previously reported	 76
Retail concerns established in May	14
 Total for year	 90
 Miscellaneous previously reported	 127
Miscellaneous in May	12
 Total for year	 139
 Branches of sectional or national concerns previously reported	 88
Branches of sectional or national concerns established in May	10
 Total for year	 98



JOHN L. BRIGGS, President
K. BERTUCCI, Vice President
J. HOWARD HAYDEN, Vice President
DR. H. L. RICE, Vice President
J. D. FRANCIS, Treasurer
H. V. DeARMOND, Secretary-Manager

A Many Sided Movement

It is encouraging to see the variety of activities undertaken by Junior Chambers of Commerce. The field in which they work seems to have no confines as long as the improvement and development of the community is the goal.

The cultural life of a city is as important as the building of skyscrapers or industrial plants if the city is to take its place in the front ranks. The Little Theatre movement is the life-blood of the drama in this country and the Junior Chamber of Commerce in Dallas has lent its support to its "little theatre," one of the foremost in the nation. The Des Moines organization sponsored the production of one of Shaw's plays recently and the people of Muscatine, Iowa, had the opportunity to see Tony Sarg's marionettes because of the Junior Chamber. Sioux City staged a debate between the Universities of North and South Dakota. Many other such activities have been undertaken by Junior Chambers, such as producing worthwhile shows, Lyceum courses, symphony concerts, etc. This is not sporadically done, but is the result of a carefully planned program to promote the intellectual interests.

The fine balance of the kinds of young men in this movement is such that with the proper leadership the complete development of a community—socially, industrially and intellectually—can be greatly furthered, and in many instances be achieved through their efforts alone.

Dedication of Hensley Field

Following the policy of the United States Junior Chamber of Commerce, the Dallas group is preparing a step in Dallas' progress toward leadership in Southwestern aviation which will be taken with the dedication, August 15, 16 and 17, of the new airport near Grand Prairie, off the Jefferson Avenue road, plans for which are being made at a series of central committee meetings.

While the Junior Chamber of Commerce is sponsoring the dedication, it has obtained the cooperation of a large representation of civic organizations and individuals. The three-day dedicatory program will bring more than 150 airplanes to the field for an air circus that is expected to break all records for Dallas.

The field was bought by the city last year and has been leased to the Federal Government for army and other activities.

Necessary committees to cope with this huge event are being formed under the direction of John L. Briggs, General Chairman of the dedication and president of the Junior Chamber. Former Commissioner Arthur J. Reinhart is Chairman of the Finance Committee which will deal with tickets and programs. Mayor J. Waddy Tate of Dallas will head the Reception Committee while Lieut. Harry Weddington and Roy Cowan will arrange for entertainment of the visiting flyers and Capt. Wm. F. Long will be in charge of field arrangements.

Endurance Flights Planned

Among the many things planned for the opening are solo endurance flights by men and women flyers, feature flying by more than one hundred planes from Kelly Field as the army's compliment, contests in various branches of flying for independent flyers, a flight to Dallas by the Commanding General of the Eighth Corps Area and entertainment on the field for the public.

The field will be cleaned up in every detail before the opening. The turf, growth of which has held up the use of the field for several months, is in excellent condition, and the large clubhouse and other properties are awaiting occupancy.

Capt. Arthur M. McDaniel of San Antonio, operations officer for the area, is assisting in plans for the program.

The planes from Kelly Field will be augmented by others from Brooks Field, San Antonio, a squadron from Ft. Crockett at Galveston and detachments from other fields in various parts of the United States. The entire program is being worked out without a view to profit, except perhaps such benefit as the police and firemen's pension fund shall receive in connection with the sale of tickets. All other surplus from tickets sale will revert to the establishment of some permanent form of building on the field.

Ninety or more organization representatives are expected at the next meeting, thus giving all civic-minded and interested groups opportunity to participate in the celebration.



An Invitation

A rare opportunity to combine business and pleasure is extended to members of our organization in the invitation extended to them by the San Francisco Chamber of Commerce to take part in the Around-Pacific Cruise which that Chamber is sponsoring. The purpose of the cruise is to promote good will, to establish contacts between the countries bordering on the Pacific and to strengthen the cordial friendship which follows wider knowledge between nations.

The invitation follows:

"In the interests of closer acquaintance and closer business and social relations with our neighbors across the Pacific, the San Francisco Chamber of Commerce will sponsor an unusual cruise to visit Japan, China, Hong Kong, Manila, French Indo-China, Siam, the Straits Settlements, Java, Australia, the South Sea Islands and Honolulu. We shall sail from San Francisco by the specially chartered new S. S. Malolo of the Matson Line September 21, 1929, and return to San Francisco December 20, 1929.

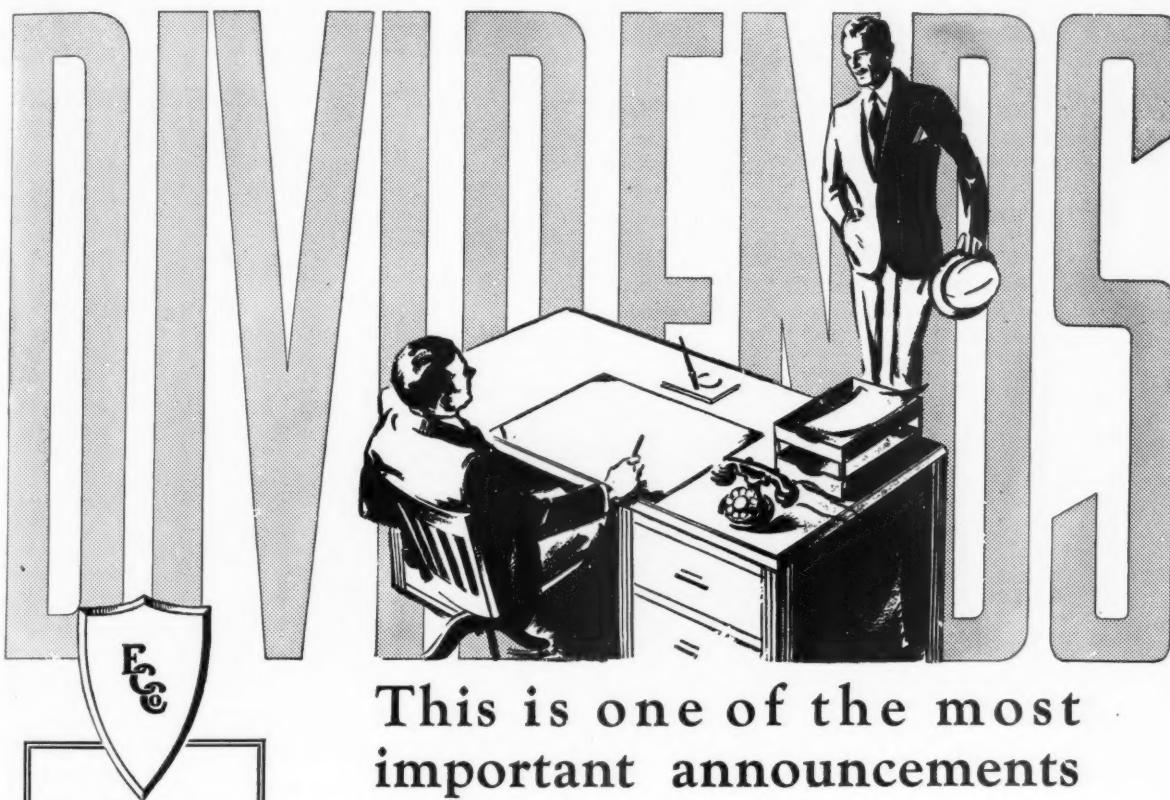
"Such an itinerary has never been undertaken by any ship and it seems to the San Francisco Chamber of Commerce eminently fitting that it should be the sponsor of such an unusual enterprise of goodwill and friendly relations at this particular time. Therefore, this opportunity is taken to extend an invitation to all individual members of the constituent bodies of the Chamber of Commerce of the United States with their families to enjoy this cruise. The business management has been placed in the competent hands of the American Express Co."

(Signed) PHILIP J. FAY,
President, San Francisco
Chamber of Commerce.

DALLAS

We Protect Preferred Risks . . . therefore

E. C. C. INSURANCE PAYS



The Employers Casualty Men Offer Every Business Man FREE ANALYSIS and INSPECTION SERVICE on all types of Business and Automobile Insurance . . . no matter if it's not an E.C.C. Policy . . . the Service is FREE during JUNE, JULY, AUGUST and SEPTEMBER.

This is one of the most important announcements we have ever made

READ WHAT IT MEANS TO YOU: You know your own business—but you do not devote all your time to insurance—nor do you have a "Vice President in Charge of Insurance." Insurance is not that important to you. BUT insurance is important enough to you to merit and justify specialized attention. A real study of your insurance needs by an insurance expert may reveal numerous opportunities for saving.

During June, July, August and September Employers Casualty men—insurance specialists—will render free analysis and inspection service to business institutions requesting it. Have an Employers Casualty man check over your insurance policies, inspect your property, and tell you how your insurance protection may be made more complete, at a lower cost.

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Brown's Fine Chocolates . . . Sunshine Distributors in Texas

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Roller Awnings

. for all closed cars

Made of beautiful DuPoint Fabrikoid . . . they
bring added comfort and beauty

HALL CURTAIN CORPORATION
1109 N. Lancaster

Phone 9-3916

WHAT INDUSTRY IS DOING



A Siamese prince, a Japanese Samurai, a South African diamond mine owner, an Argentinian rancher, a German industrialist or an English lord may be shaded by the automobile awning upon which the seamstress is putting the finishing touches. Or it may be a collegiate flapper or, as shown in the picture, a Dallas housewife whose husband wants to preserve that complexion.

The scenes are at the Hall Curtain Corporation on Lancaster Avenue at the west end of the Dallas-Oak Cliff viaduct, the largest exclusive makers of automobile awnings in the world. Every state in the nation, South American, European and Asiatic nations are all fertile fields for export of Hall products.

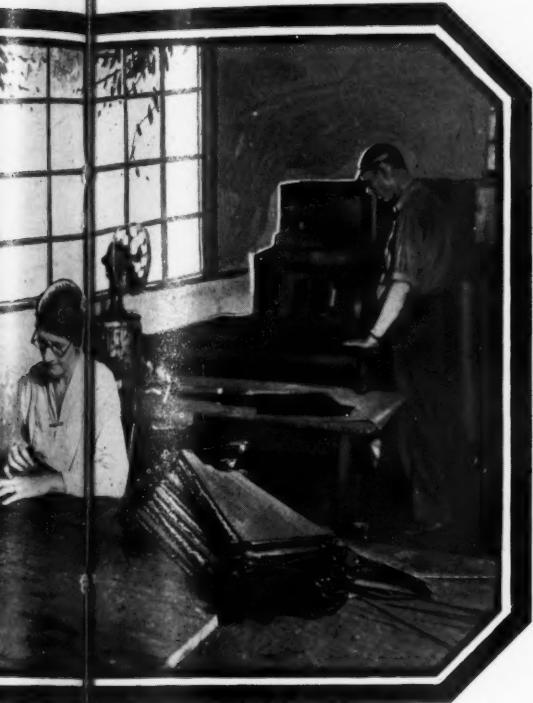
More than a million closed car owners have already had their automobiles equipped with these simple yet effective shades against the boiling summer sun.



DALLAS

INDUSTRIAL DALLAS

DOING



a South
gentianin
lish lord
on which
es. Or it
picture,
preserve

ration on
allas-Oak

The company is the largest purchaser of DuPont Fabrikoid in the Southwest, buying in such quantities that DuPont has made a special pattern and given Hall the exclusive use of it for one year.

One of the features of these shades is the ease with which they are installed. Your dealer can fit them to your car in a very few minutes. They come in all sizes to place on any model closed car. They are serviceable, unusually attractive, and add refinement to the appearance of your car. Hall's adjustable roller awnings are sold through automotive jobbers to dealers everywhere. When once used they make an everlasting friend of the motorist. Even in these days of the sun-tan fad.

Every part of the shade, except the fabric, is made in Dallas. The company is Dallas-owned and Dallas-managed. The employes are American citizens of the highest type—an industry of which the city should be proud.



JUNE 1929

ENVELOPES

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Plain or printed

Baronials
Bankers Flap
Catalogue
Cloth Lined
Coin
Clasp

Duplex
Drug
Commercial Envelopes
In All Sizes
Envelope Order Blanks
Penny Savers

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Tin End
Specials of any Size or Stock

Hesse Envelope Co. of Texas
DALLAS

Fleming Paper Products

For 35 Years Manufacturer of

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BUILDING PAPER . . . ROOFING

JOHN G. FLEMING & SONS
OAK CLIFF PAPER MILLS
DALLAS

The South's finest Paper Plant insures prompt delivery and considerable saving in transportation to you.

Wrapping paper, bags, tissue paper, twine, sales books, paper racks, twine holders, sealing tape, mailing tubes, suit boxes, lingerie boxes, stock boxes, mailing boxes, cloak boxes, delivery boxes, handkerchief boxes, millinery boxes . . . in fact

"Everything in Paper and Paper Boxes"

Pollock Paper & Box Company

Manufacturers
DALLAS

CLARENCE PENNIMAN

ALLEN PENNIMAN

We are now showing the latest designs of durable and beautiful awning materials. Your selection will be manufactured in our plant and designed by us to harmonize with the architecture of your home or building.

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ANCHOR AWNING DIVISION

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8-4114

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ZINC ETCHINGS . . . HALFTONES

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Schepps-Kleber Baking Company

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Dallas

Official Organ of the Chamber of Commerce
Published Monthly
E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 8 June, 1929 No. 6

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1101 Commerce St., corner Martin. Telephone 2-5425
SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION



Editorials

We'll Feed 'Em and Watch 'Em Grow



Elsewhere in this issue of DALLAS is shown the growth of Dallas industrially since the advertising campaign started slightly more than a year ago. This in itself is impressive but there has been more good derived from the campaign than statistics will show. During the recent Rotary convention, delegates frequently remarked that they had been reading about Dallas a great deal and were much interested in the city. This is true of other visitors and it is safe to assume that there are few magazine reading persons in the United States who do not know that Dallas is the leading city of the Southwest, the center of a \$6,000,000,000 market.

Those who have most closely analyzed the results of the campaign are the most enthusiastic supporters of it and it is not uncommon to hear the wish expressed that at the close of this three-year program Dallas shall undertake another on a much larger scale.

The above cartoon is fittingly descriptive of what Dallas is doing industrially. While many new factories and business establishments of major importance have come to the city during the last twelve months Dallas has not failed to seek and welcome the smaller establishments that round out the city's development. Each one means additional customers for retail stores, heavier stocks bought from manufacturer and wholesaler, more demands for the service of professional men and more depositors for banks.

DALLAS

3c
an hour
Lights this Beacon of Business



MODERN illumination has made this Skillern store a beacon that draws passing trade to its wide curb parking spaces each night. At a cost of just 3c per hour this efficient, "silent salesman" creates additional sales.

The lighting was planned by our illuminating Division experts. They will be glad to discuss lighting with you, giving you detailed information and cost estimates. Just dial 2-9321 and ask for the Lighting Sales Division. A representative will see you promptly. Of course there is no charge for this valuable consultant service.

Dallas Power & Light Co.

INTERURBAN BLDG.

JACKSON AT BROWDER.

WILLIAM FREEMAN & CO.

Investment Securities

3rd Floor Central Bank Bldg.
1604 Main Street
Dallas, Texas

Corporation Refinancing
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INDUSTRIAL
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Private
7-4366 Exchange
7-4367



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Zinc Etchings
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Stereotypes
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Ideas
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Photo-Retouching

Sketches
Cartoons
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Borders
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Trade Marks

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Speed
Quality
Courtesy
Co-Operation
"More Than Satisfaction"

HARPER STANDARD
ENGRAVING COMPANY
PHONE 7-5385

1611-15 ROYAL STREET



POST OFFICE BOX 1016

Trade TripBlues

By W. S. TODD

M R. MAYOR, and Bohunkians, the Dallas delegation
Is grateful beyond measure for this wondrous celebration.
The depths of our great sorrow most surely would have sunk us
If we'd thought by any chance we'd miss the Bohunks of Bohunkus.

How there could be, in Bohunk-land, is past our comprehension,
So many marvelous things to see as in your speech you mention.
We're glad to see you—every one—your greeting makes us happy,
And that goes for the old folks too—for every ma and pappy.

And now we'd like to say a word about our delegation—
We'll try to tell it simply and without exaggeration.
We may be shy on titles—we have no lords or dukes,
But all our gang can qualify as P. B. M.s de luxe.

First let me show you Richard—our own dear Richard Haughton—
You'll find him on the selling end—whenever chips are boughten.
And let us sing to Jerry Spring, the auditor loquacious,
Whose most emphatic expletive is just a plain "my gracious"—
Who never gets a bit annoyed—who always strives to please,
And whispers after every deal the same words, "I'll play these."
Or, if it's money that you need to help finance the range,
Just meet our Ed McLaughlin of the American Exchange,
Or Benny Ball, the handsome lad, who nothing ever vexes,
Who keeps things running smoothly down at the old North Texas.
Or, if insurance you would buy—an awfully fine habit—
See Ray McDowell's partner, our quiet little Rabbit.
Perhaps some day your enemy may beat you to the trigger—
Protect your wife, insure your life, and call on Morton Bigger.
And if you need a saddle, or some other leather gadgett,
You'll find your needs are well supplied by dapper Durrell Padgett.
Wee Willie Willson has the stuff for all the sports athletic,
Flake Williams is the ladies' pride, with souvenirs cosmetic,
And if you come to Dallas and your Ford gets out of whack,
Remember Georgie Plummer takes you there and brings you back.
And when your journey here is done and your last song is sung,
We'll fit you in a wooden suit that's made by Bently Young.
No matter what your race or creed—or whether light or dark man,
We'll fix you up one last parade—marshalled by Louis Sparkman.

And now the whistle's blowing—we'll have to say adieu,
The things that you have done to us, we'd like to do to you.
For we represent the city—and your name is in the pot;
Come to Dallas. Will we meet you at the Station? We will not.

—The above is dedicated to the members of the 1929 trade tour. The censor
wielded a wicked blue pencil on some of the lines, figuring that in those
places the truth might hurt a bit.—EDITOR.



A Dallas Advertising Agency Tells the World About Industrial Dallas

The Same Facts that Sold Dallas to Us More than Ten Years Ago Are Selling Dallas to the World, Today.....

How proudly we welcomed the task of telling the world about Dallas; for Dallas is "Home Town" to us. Had we yielded to first impulses Dallas Advertising might have been filled with sentiments, Babbitt-like boastings, skyline pictures and yards of dry statistics.

But the job is to sell Dallas to Industry; not to tickle our own vanity. And so we sought the cold, commercial facts; facts that interest Industry most . . . the market of 12 million people with six billions yearly to spend . . . the natural advantages in serving this market from within . . . the facts about fuel, power, transportation, labor, climate, raw material and finance.

We, ourselves, were brought to Dallas by the opportunities that these things spell. More than ten years ago,

this firm had already arrived as the most important advertising organization in the Southwest States; yet its Dallas offices was then a branch. To us, the advantages of Dallas became increasingly obvious. In 1923 our own interests dictated removal of headquarters and consolidation of all offices here.

Since that time Tracy-Locke-Dawson, Inc., has grown and prospered as it never did before. In serving Southwest commerce and industry, we have built up, perhaps the most respected and efficient Advertising Agency in any city in America, up to twice the size of Dallas. We are proud indeed to serve Dallas. We shall strive to make Dallas proud to be served in advertising by us.

MEMBERS OF

American Association of Advertising Agencies
Audit Bureau of Circulations . . . National
Outdoor Advertising Bureau . . . Dallas Chamber
of Commerce . . . Industrial Dallas, Inc.



RECOGNIZED BY
Curtis Publishing Co. . . . American Newspaper
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. . . all classes of media . . .

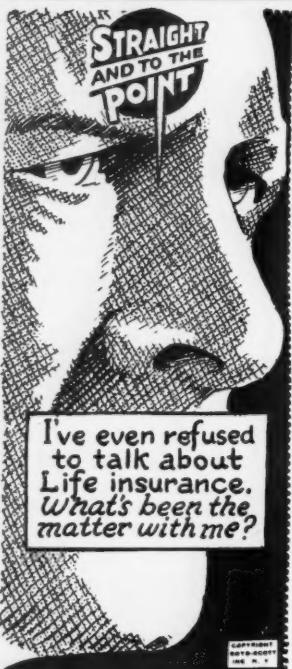
TRACY-LOCKE-DAWSON, Inc.

Advertising

AN ORGANIZATION OF 30 PEOPLE OCCUPYING THE 5TH AND 6TH FLOORS OF THE
MAJESTIC THEATER BLDG., DALLAS, TEXAS. PHONES 7-3128 & 7-3129.

We Also Serve:

Marland Refining Co., Ponca City, Okla.; Dr. Pepper Co., Dallas; Gebhardt Chili Powder Co., San Antonio; Imperial Sugar Co., Sugarland, Texas; M. K. & T. and Frisco Railroads, Dallas and St. Louis; Kellogg Corn Flakes, Battle Creek, Mich.; Mistletoe and Morning Glory Creameries, throughout the South; Cotton Seed Crushers Assn., Dallas and Columbia, S.C.; City of Galveston; King Candy Co., Fort Worth; Southland Life Ins. Co., Dallas; Texas Life Insurance Companies (Associated); Employers Casualty Co., Dallas; Wm. Cameron Co., Waco; Southwest Clay Products Co., (Associated); Wm. E. Easterwood Co., Dallas; MacLanburg-Duncan Co., Oklahoma City; Weldon-Williams & Lick, Fort Smith, Ark.; Numismatic Company, Fort Worth; Stearman Aircraft Corp., Wichita, Kansas; Holland's Magazine, Dallas; Texas Power & Light Co., Dallas, and many other concerns in the Southwestern States.



for ACTION SEE
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 PHONE 2-3359 2-6444
 15 TH FLOOR
 REPUBLIC BANK BUILDING

Myers, Noyes & Forrest
 CONSULTING CIVIL ENGINEERS
 1107 Mercantile Bank Bldg.
 DALLAS, TEXAS
 Surveys, Investigations and Reports

A Complete Banking, Trust and Investment Service

The
Republic National Bank
 and Trust Co.

Dallas, Texas

515 Republic Bank Bldg. Tel. 2-1659

W. J. POWELL
 Consulting Engineer
 City Planning and Zoning
 Public Utility Rates and Valuation
 Municipal Engineering

Business Notes

Lester W. Dawley, of the Southern Ice & Utilities Co., will be official host to visiting Rotarians in Dallas this month, by virtue of his recent election to the Presidency of the Dallas Rotary Club.

Mrs. W. A. Leeper has been elected president of the Dallas Council of Parent-Teacher Associations.

Ben C. Williams, district manager of the Anheuser-Busch Company, has announced the opening of a district office for Texas distribution of that company's yeast.

A. G. Heather has been made manager of the Dallas branch of Jacob E. Decker & Sons Sales Co.

Ed Reynolds of Dallas, prominent in retail affairs of the city and state, has been elected president of the Texas Retail Clothiers' Association.

Increase in the scope of the Southern Pacific activities in Dallas has been announced. L. C. Bouchard of Chicago has been named general freight and passenger agent in charge of solicitation and W. E. Briggs of Dallas has been made assistant industrial commissioner.

The activities of the Dallas University Club will be directed during this year by L. T. Dysart, recently elected president.

One of the features of the coming convention of the National Association of Dyers and Cleaners will be the new plant of the McGuire Cleaning & Dyeing Co., J. B. Heinen, President.

A. J. Stone, traffic manager of the Dallas Cotton Exchange, has been elected secretary of that organization, filling the position made vacant by the death of N. W. Nolley.

Mr. W. J. Morrison, of the Simms Oil Company, has been elected president of the Purchasing Agents' Association of Dallas.



A fast salesman might make 20 calls a day.

at that rate it would take 10 salesmen one month to deliver the message "DALLAS" would present simultaneous to business men on the morning of the 15th. Consult us about our rates and particulars of your message by phoning Magazine DALLAS 2-5425.

SCHOOLAR, BIRD & COMPANY

C. H. Schoolar, C. P. A., President
 George H. Bird, Sec'y & Treas.

Established in the Southwest
 Twenty-two Years

AUDITS - SYSTEMS
 TAX SERVICE

Santa Fe Building Dallas, Texas

Texas Press Clipping Bureau

Athletic Club Bldg. Established 1910
 DALLAS, TEXAS

Every Business Man reads CLIPPINGS the newspapers with mind REPORTS alert for any information that may affect, directly or indirectly, his own problems.

Occasionally he comes across something of real advantage. If he should read all the newspapers in his territory, of course he would encounter many more such items; but this would be impossible.

Let us send you what you are interested in from Texas papers—we read them all, big and little.

S. L. EWING COMPANY
 TYPEWRITERS
 1606 Commerce
 2-3026 Dallas

Martin Stationery Co.

Legal Blanks
 "Service That Satisfies"
 112 Poydras St. Phone 2-1992

STENOTYPY
 Gregg Shorthand, 20th Century Bookkeeping, Accounting, Banking, Secretarial Training. Expert teachers. Graduates placed in good positions. Write or phone for catalogue.

METROPOLITAN BUSINESS COLLEGE
 Dallas, Texas
 "The School With a Reputation"

DALLAS

The Dallas Osteopathic Association has elected Dr. R. E. Morgan their president for the coming year.

Charles L. Kribs, Jr., has opened an office at 1712½ Pacific Avenue as consulting mechanical engineer.

Official opening of the new Baker Man's Shop in the Baker Hotel Building has been announced by Al Brosberg, manager.

Arthur L. Kramer, president of A. Harris & Co., a noted patron of the arts, has been elected president of the Dallas Art Association.

The Durant Motor Company will be represented in Texas, New Mexico and New Orleans by J. S. Oliver, formerly Texas manager for the company. M. L. Jacob becomes manager of the Dallas Branch.

The Southwest Dairy Products Co. announces that Dallas will be the center of its Southwest-wide activities.

E. L. Wilshire, for several years connected with the W. T. Grant organization, has been transferred to Dallas to manage the large store of the company here.

B. B. Owen, Lamberth Motor Company, has been elected president of the Texas Automotive Dealers' Association.

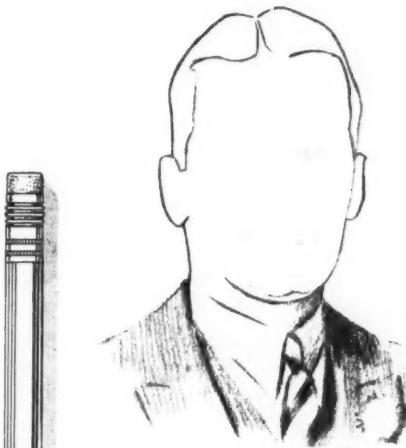
Arthur E. Gilman has been made manager of the newly created industrial division of the Missouri-Kansas-Texas Railroad in Dallas.

Dr. J. F. Kimball, former superintendent of the Dallas schools, has been made vice president of Baylor University in charge of the Dallas divisions of the school. Dr. Kimball is author of a comprehensive history of Dallas, "Our City Dallas."

Dr. Floyd Poe, pastor of City Temple Presbyterian Church, was recently elected president of the Dallas Pastors' Association.

D. S. Alston, president of the newly organized Tire Service Corporation, announces the purchase of the business of Hess and Jess Johnson.

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DALLAS

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now you can give ME some of
the attention you've been
giving the tires.

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Young at St. Paul

7-3177

Earl Wyatt, for many years connected with the retail grocery trade here, has returned to Dallas as manager of the Texas-Louisiana district of the Clarence Saunders Stores. C. W. Friou has been made manager of the Dallas unit.

George S. Watson, active in the organization and activities of the Dallas Athletic Club, has been elected president of that organization.

J. A. Somerville, vice-president of the Texas & Pacific Railway, has been elected president of the City Club.

MOBILIZING DOLLARS

(Continued from Page Nine)
velops in the Southwest it shall be located in this city.

It is proposed to organize Dallas Airport Utilities Corporation under the laws of Texas, with an authorized capitalization of 50,000 shares, no par value. Of this amount, one-half, or 25,000 shares, will be offered for subscription immediately at \$10 per share. Enterprises calling for investment at once of corporation funds are, briefly, as follows:

Large Metal Hangar at Love Field. This structure is imperatively required to house the super aircraft now plying between Dallas and St. Louis which are too large to be accommodated in any of the present hangars; and to care for additional large ships which operating companies are planning to bring to Dallas. Additional hangar space is urgently required at Love Field, also, for the housing of all types of airplanes, including visiting ships which arrive daily at the field, ships purchased by Dallas residents, additional craft needed for school purposes—in fact, for the requirements of a rapidly developing business in aviation. The conduct of this type of business is profitable, and the proposed hangar should pay 7% net return or more on the proposed investment of \$75,000 from the moment it is available for use. Needless to say, the proposed buildings will represent the very last word in hangar construction practice.

It is proposed to utilize approximately \$50,000 of corporation funds for the erection of a suitable administration building to house the business activities of companies operating at Dallas, to provide waiting and rest rooms for the airport, to accommodate telegraph offices, restaurants, and the similar activities that ordinarily attend the operation of a union terminal. It is believed this structure will pay 7% net return on the investment required.

It is proposed to set aside approximately \$100,000 for investment in the stock of selected aviation corporation or corporations with a view to “tying in” these

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DALLAS

interests with Dallas. Carefully chosen aviation securities are more than likely to be exceedingly profitable, and it is hoped to make this part of the fund highly productive by a preliminary survey of the most intensive nature into prospective purchases of securities. Every facility will be available for checking and re-checking the desirability of these investments. Concurrently the ultimate benefits to accrue to Dallas will be the paramount factor in determining investment of this section of the fund.

Business men are urged to support Dallas Airport Utilities Corporation. These securities seem likely to yield a fair return to the investor, in addition to promoting the common welfare of the community. The individuals who will direct the destinies of the corporation are listed elsewhere in this publication. They offer their services as a contribution to city building, and a perusal of the list of directors will assure prospective investors that their interests are in safe hands.

Dallas is headed toward pre-eminence in aviation in the Southwest. Cooperation at this juncture will be highly productive of constructive results. Let's make Dallas the home of a new army of highly paid executives and operatives engaged in aviation—America's fastest growing industry.

THE DIRECTORATE

To Be Ratified at the Organization Meeting of Shareholders.

(Arranged Alphabetically.)

Nathan Adams, President American Exchange National Bank; President American Exchange Corporation.

J. B. Adoue, Jr., President National Bank of Commerce.

A. H. Bailey, Vice-President Higginbotham-Pearlstone Hdw. Co.

Vice-President Higginbotham-Bailey-Logan Company.

Rhodes S. Baker, Thompson, Knight, Baker & Harris, Attorneys.

E. R. Brown, President Magnolia Petroleum Co.

C. W. Davis, Vice-President and General Manager, Dallas Power & Light Company.

Fred F. Florence, President Republic National Bank.

Edgar L. Flippin, President Flippin-Prather Realty Co. (Inc.)

W. A. Green, Jr., President W. A. Green Co.

J. D. Gillespie, President Dallas National Bank, Vice-President Dallas-Texas Grain Co., Sec'y-Treas. New Process Roofing Co.

Arthur L. Kramer, President A. Harris & Company, Secretary Pike & Kramer, Vice-President Dallas Chamber of Commerce.

Joe E. Lawther, President Liberty State Bank.

JUNE 1929

The Sky Line



Neiman-Marcus Building

Neiman-Marcus Company
Owners

Watson Co., Dallas,
Contractors

Herbert M. Green & Associates
Dallas, Architects

Steel by Mosher

Dedicated to the Womanhood of the Southwest, the Neiman-Marcus Company is so closely identified with the civic and cultural standards of Dallas that it is considered more as a civic institution than as a commercial establishment.

Architecturally the building embodies the charm of Italian Renaissance with the most modern facilities for service.

The building presents an exterior of white terra cotta with decorations of conventionalized floral motifs.

The interior, friendly and restful, with elaborately decorated salons, done in various periods, emphasizes the feminine delicacy.

The Neiman-Marcus Building is more than an architectural triumph, more than a beautifully appointed commercial edifice—it represents the hopes and ambitions of the years.

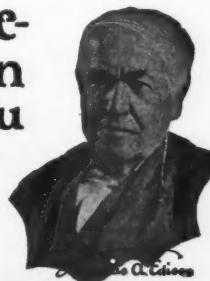
The steel frame of the building contributes materially to its strength and beauty. Steel, not only offers greater artistic possibilities—steel lends courage to design, inspiration to imagination—but provides the kind of structure that can always be kept secure—modernized—altered—its versatility makes steel the first consideration where beauty is a factor.

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Page 25



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Co.



"Shame of the Nation"?

In a scathing reply to the editorial of a Chicago newspaper, quoted as pointing the finger of shame at the South, Holland's, The Magazine of the South, in the current issue says: "Utter and amazing ignorance, not only of the South but of our country as a whole, is revealed in a recent editorial in the Chicago Daily Tribune entitled 'Public Life in the Sticks States,' which takes note of Louisiana and her political problems, of Oklahoma's impeachment trials, of the 'Ma' Ferguson episode in Texas, and of Bilbo of Mississippi—but which does not mention, oddly enough, Al Capone or Len Small of Illinois—and goes on to say that the Southern States are remote from centers of commercial activity, culture, and learning, and are the 'shame of the Nation.'

"After the first wave of surprise at a so crass display of sheer ignorance, we are amused at being termed the 'shame' of anything by a newspaper in such an abattoir as Chicago, with its putrid politics, its guarded elections, its gangster-ruled streets, its St. Valentine's Day slaughters, its beer 'barons,' and its neighboring Herrins and Ciceros. Political disputes in the Southern States at least are settled in courts of law, and not with machine guns. The Southern States have no unseated United States senators, nor does any of their senators send a floral offering and his personal card to a gangster's funeral.

"The South, in six years, increased its manufactured-products values \$567,000,000. In those same six years, manufacturing values in the rest of the country decreased \$279,509,000. Southern

ports handle 42 per cent of the country's water-borne tonnage. Over 61 per cent of all active cotton spindles in the Nation are in the South. Such facts as these are endless. If this be remoteness from commercial activity make the most of it.

"The South was steeped in culture and learning, and its cities were the sites of recognized colleges and universities, more than three-quarters of a century before Chicago came into existence. Its first college was founded over 140 years before Chicago. In fact, when Chicago was founded, there already were 40 universities and colleges in the South—as against only 20 in the Middle West and 36 in the remaining states. Two of these Southern colleges were in Louisiana and Mississippi.

"The second college founded on American soil was in a Southern state—the College of William and Mary, at Williamsburg, Virginia, in 1693. Only one other university was founded in America during that century—Harvard, in 1636, located in Massachusetts, which is not a middle west state.

"In the eighteenth century, beginning with the founding of Washington and Lee University at Lexington, Virginia, in 1749, the South saw 13 colleges and universities founded within its borders, and 14 founded in the rest of the country. No college or university was founded in the Middle West during that century.

"The first American college established in the nineteenth century was the University of South Carolina, at Columbia, in 1801—the fifteenth Southern university to be founded prior to the establishment of any such institution in the Middle West. Before the founding of Chicago's first university, the South had 58 colleges and universities. Of these, three were in Texas, two in Louisiana, and one in Mississippi—states, according to the learned Tribune, 'remote from culture and learning.'

"Of the twoscore Southern universities founded while Chicago was still but an idea in a trader's mind, one was Wesleyan, in Macon, Georgia, the oldest woman's college in the world, and the first to award a degree to a woman. Subsequent Southern colleges, preceding Chicago's first, included the famous Baylors in Texas, in 1845—Baylor College for women and Baylor University.

"Today, there are in the Southern States 189 recognized colleges and universities. The Middle West has only 116. The remainder of the country has 275.

"In justice to the Middle West, the North, and the East, it should be understood and stated that this ridiculous ed-

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Number Nine
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CITIZENS
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DALLAS

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INTERNATIONAL
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TRUCKS
COMPANY

itorial in the Tribune does not reflect the attitude and opinion of the public in those sections toward and regarding the Southern States, but is actuated probably by jealousy and is indicative of a narrow policy that has characterized the Tribune's attitude toward the South for many years. Business men in Chicago and the Middle West know its utter falseness, and it is to the interest of those same business men—many of whom seek Southern patronage—to see that such misstatements are not circulated in the future.

"If the editorial writers for the Tribune are weary of recording murders, gang fights, and bootlegging in Chicago—as they have reason to be—and are merely seeking a new subject, we suggest that they choose one on which they have more information. A little knowledge is a dangerous thing, but none at all is gross ignorance."



Joins Ratcliffe



JOHN PEYTON DEWEY

Announcement of a new advertising agency partnership was made June 1st, when the Morelle K. Ratcliffe Agency, well known in business circles of the Southwest, became Ratcliffe and Dewey, Advertising. The agency which was established by Mr. Ratcliffe over three years ago numbered among its clients many of the leading firms of Dallas and other cities of Texas.

John Peyton Dewey, who joins the agency as a partner, has been active in advertising and newspaper work in Dallas for ten years, for six years as promotion manager of The Dallas Morning News and The Dallas Journal.

DALLAS

"Mighty Monarch" in New Home

The new home of the Radio Equipment Company of Texas, wholesale distributors for the Majestic radio, located at 939 South Lamar Street at the corner of Terminal, in Dallas, has just been completed and is the first structure ever built in Texas for the sole purpose of distributing radios. The ever-increasing sales of Majestics throughout the state have necessitated better facilities for shipping from the wholesale headquarters, and the Radio Equipment Company consequently chose a site for their new home in the strictly industrial district of Dallas. Switch-track immediately behind the building is utilized for handling the twenty car-loads of Majestic receivers which come into the city each month.

The arrangement and equipment of the new building are modern in every respect. Five offices and the spacious lounge and display room shown in the photograph occupy the front half of the first floor. The Service Department, the separate entrance to which is on Terminal Street, is equipped with the latest instruments for making all kinds of radio and electrical tests. On the same floor, also, are the Tubes and Small Parts Department and the Shipping Department. Storage space is provided on the second floor.

The Radio Equipment Company maintains branch offices at Houston and San Antonio for the convenience of dealers in those sections of the state and to provide quicker shipping facilities, car-load lots going directly from the factories in Chicago to those points. The Company acts as Majestic wholesale distributor for practically the entire state, only a few of the western-most counties of Texas being supplied by out-of-state wholesale organizations.

Twelve salesmen are kept in the field and in the past twelve months 23,000 Majestic sets have been sold in Texas.



Memory is like a purse—if it be overfull that it can not be shut, all will drop out of it. Take heed of a gluttonous curiosity to feed on many things, lest the greediness of the appetite of thy memory spoil the digestion thereof.—Fuller.



Spite is a little word, but it represents as strange a jumble of feelings and compound of discords, as any polysyllable in the language.—Dickens.



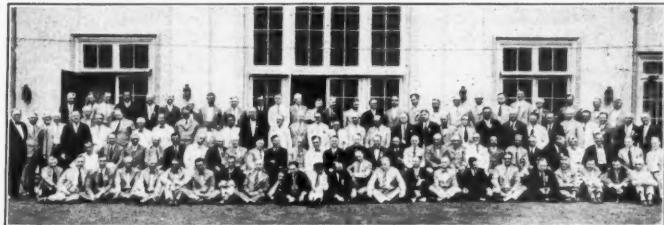
Insomnia is a terrible affliction when a man is in bed, but a blessing when he is crossing a street.—The Louisville Times.



Beauty's tears are livelier than her smile.—Campbell.

Higginbotham's Illustrated PHOTOGRAHPS Tell the Story

This group of district governors of Rotary International is a historic one in the life of Dallas. Immediately after the world convention here the newly elected officials were given a training course to fit them for more efficient conduct of their offices.



We were chosen official photographers for the convention, both for major events and for side affairs. So well-established is our reputation for high-class photography that there was no hesitation on the part of Rotary officers in naming us for the important and difficult task of making a pictorial record of the meeting.

We specialize in convention pictures as well as in photography for salesmen's catalogues, both in black and white and in colors.

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 ... when the airplane was a curiosity

and automobiles were "horseless carriages" 

 ... before the great war was thought of

... and the "Lone Eagle" was a kid! 

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This June, Lone Star Gas Company rounds out its first 20 years of service. Twenty years! And what eventful years! The fastest moving 20 years in the world's history! The 20 years during which the Southwest has had its greatest growth!

To meet the growing natural gas demands of an ever increasing number of Texas and Oklahoma communities has been Lone Star's part in this swift development . . . and we have tried to play it well! These 20 years have brought a greatly increased use of natural gas, with many new gas uses unknown 20 years ago. Gas refrigeration, for instance!

Natural gas . . . supplied through Lone Star pipe lines to nearly 250 communities and more than a million people . . . is one of the Southwest's greatest assets. Much of the Southwest's growth in the next 20 years will come from the industrial utilization of this rich fuel resource, and the Lone Star organization will continue to play a big part in this development.

As we reach the 20th milestone, we pause an instant for a brief backward glance at the trials and triumphs of the past . . . then we face . . . FORWARD!

Lone Star ★
Gas Company



WHO'S WHERE IN DALLAS

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DALLAS

put your Telephone on Half-pay during Vacation

*You'll save money...
and spare yourself inconvenience
when you return.*

The Rumseys are going vacationing.

The milk's been stopped, the ice man has been called off, and the Man Who Delivers the Newspaper has been instructed to bring no more until further notice.

But the telephone will be left at home, drawing full pay in an empty house!

Something should be done about this!

Vacation rates for idle telephones

One solution (provided you're planning a vacation of 30 days or more) is to place your telephone on vacation half-rates while you are away.

It's a convenient way to save money. And—this to folks who sometimes have their telephones taken out—it spares you inconvenience on your return.

That's because:

1. You pay just *half* the regular rate.
2. Service is reconnected quickly after you return—usually within 24 hours after you notify us.
3. You keep your present telephone number. (You'd lose it if you had your telephone removed!)
4. Your name remains in the telephone book.

If you wish, while you are away we will refer your calls to another telephone—that of relatives, for instance.

Vacation rates are available for periods of more than 30 days, but not over four months.



"Something should be done about this."

To obtain them, mail the coupon or telephone the business office.

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Name.....

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